



Dealing with diverse  
audiences and  
heavy traffic:

A case study on  
EATON CANYON

## The Problem:

**Eaton Canyon is located near downtown Los Angeles in the beautiful city of Pasadena, California.**

**As an urban park, they face many challenges simultaneously - bringing in groups that don't traditionally access parks, giving families access to tools to enjoy family time in natural settings, and empowering new educational opportunities for their users.**



## The solution:

A multi-faceted  
platform like

# AGENTS OF DISCOVERY

**According to their Superintendent, Eaton Canyon found that:**

- 1) Agents of Discovery gives a tool for the parents to build family time.**
- 2) Young people are outdoors and using technology (which they love), but rather than distracting them entirely, the phone is a tool to engage with the great outdoors!**
- 3) You can bring in lots of groups you may not expect, such as religious groups that are interested in environmental themes.**
- 4) You can engage thousands of users with Missions.**
- 5) Users learn about how valuable the park is!**





"You have done a great job of making sure everything is interesting and current. People are using it, and it was worth the time! We have more people coming than we are able to serve. [People say] I didn't know this, I didn't know that. These are very common comments! It is really a great tool. It is flexible, it is current, it is easy."

- Helen Wong,  
Superintendent, Eaton  
Canyon

## The result:

**Eaton Canyon feels that Agents of Discovery has become a self-help tool for visitors, enabling them to learn on the trail (since we don't have enough naturalists to meet the overwhelming demand).**

